



NEWS RELEASE

City Earns Platinum Level HEAL Ranking

FREDERICK, MD – June 19, 2018: For healthy living initiatives, The City of Frederick was promoted to a platinum level HEAL leader during the Maryland Municipal League Summer Conference on June 12.

Healthy Eating Active Living (HEAL) helps municipalities by providing technical assistance to promote healthy eating and active living throughout the City. The City adopted a HEAL resolution in 2015 with the main objectives to promote physical activity and active transportation, provide access to affordable, nutritious food, and encourage municipal workplace wellness.

“This platinum designation was a really affirming achievement,” said Mayor Michael O’Connor. “It shows our sustainability efforts, led primarily by Sustainability Manager Jenny Willoughby, are right on target, and we will keep moving forward.”

Following the 2015 resolution, the City received a HEAL grant to help fund shared lane markings and signs on Rosemont Avenue. The City’s passage of a Complete Streets Policy, its continued efforts to expand the shared-use path and provide multi-modal access, continued support for farmers markets and community garden space, and municipal workplace wellness education efforts were all factors in the City’s Gold level designation last year. For HEAL to assign a platinum designation, a city that has achieved gold level status must provide evidence of how HEAL policies and practices have become integrated into the city’s culture and way of doing business.

“HEAL brings together several components of the City’s Sustainability Plan, and I’m excited about what we’ve achieved,” Willoughby said. “I look forward to incorporating HEAL into many more projects.”

HEAL is a project of the Institute for Public Health Innovation in partnership with the Maryland and Virginia Municipal Leagues and funded by Kaiser Permanente, founding partner.

For more information on the HEAL Cities & Towns Campaign, visit the website at www.healcitiesmidatlantic.org or contact HEAL Campaign Associate Julia Groenfeldt at Jgroenfeldt@institutephi.org.

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